HINI (swine flu) communications

Spring lessons, Fall plans



Spring surge

Late April - early May 2009:

- 9 media briefings and 8 media releases
- Well over 200 media calls
- Launched a major media "stop germs" campaign
- Activated a staffed call center
- At least 9 separate information sheets
- Distributed materials to hundreds of government, business and community partners
- Over 50 staff involved

Child Care

Schools & Parents

Affected Neighborhoods

Vulnerable Populations

Media

Health Care



Employers

City & County Agencies

Other Health Depts

Staff

State Dept of Health

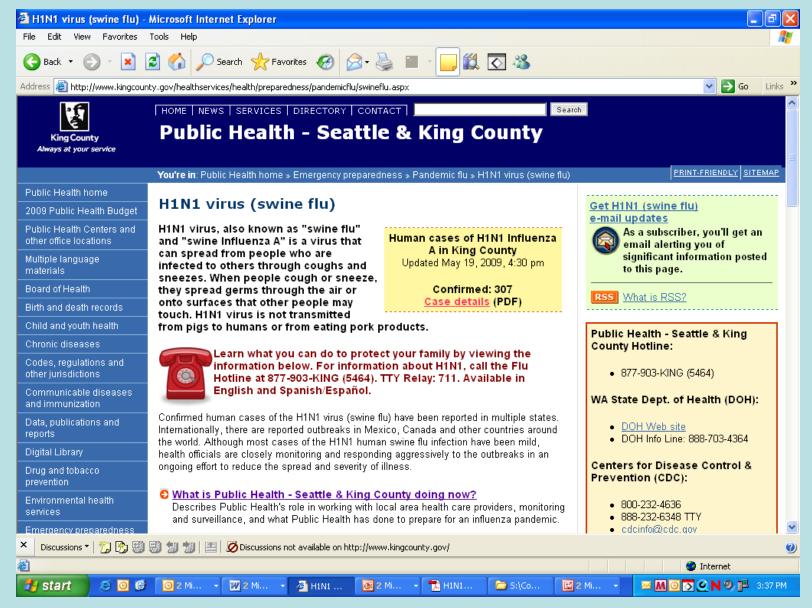
Meet the press

- Frequent briefings
- Web updates
- Consistent schedule

3rd party experts



www.kingcounty.gov/health/hlnl



Key message partners

Schools

Health care

Government and private sector

Public health agencies

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